

Message Text

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SUBJECT: PROGRESS REPORT ON FY 78 CCP - THIRD QUARTER

REF: A. USDOC 15499, B. BELGRADE 2254

1. THERE FOLLOWS SUMMARY OF MAJOR DEVELOPMENTS RELATING
TO POST'S CAMPAIGNS AND OTHER SPECIAL POST EFFORTS
DURING ACTIVE THRID QUARTER.

2. ZAGREB FALL FAIR - MEMORANDUM WITH PROGRESS REGARDING
EXHIBITION SPACE SIGNED MARCH 30. PROGRES DROPPED ITS
DEMAND FOR COMPENSATION FOR SHIFTING PART OF ITS
DISPLAY TO SECOND PAVILION. FAIR AUTHORITIES HAVE
FORMALLY APPROVED SPACE TRANSFER ARRANGEMENT. ALL
SPACE IN U.S. EXHIBIT ALLOCATED. FIFTEEN U.S. FIRMS
WILL PARTICIPATE WITH ONE YUGOSLAV FIRM REPRESENTING
TWO OF THESE FIRMS. EMBASSY/CONGEN GOAL OF HAVING 20
FIRMS PARTICIPATING NOT ACHIEVED BECAUSE SPACE WAS
SOLD ON "FIRST COME-FIRST SERVED" BASIS AND MANY FIRMS
OPTED FOR TWO OR THREE BOOTH AREA EXHIBITS. MCMULLEN
(EMBASSY) AND CHRISTENSEN (ZAGREB) CONSULTED WITH
HEAD OF TRADE CENTER IN MILAN IN MAY, RESOLVED A
NUMBER OF EXHIBIT DETAILS AND ESTABLISHED WHAT WE
HOPE WILL BE CLOSER COOPERATION WITH CENTER IN A WIDE
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VARIETY OF AREAS IN FUTURE.

3. CHEMICAL INDUSTRY EQUIPMENT AND TECHNOLOGY
CAMPAIGN - BELGRADE 2825 PROVIDES DETAILS ON THIS
SUCCESSFUL TSS. FOLLOWING SEMINAR THERE WAS A MINOR
PROBLEM INOBTAINING SUFFICIENT FUNDS TO FULLY COVER
HOSPITALITY COSTS. PROBLEM HAS NOW BEEN RESOLVED

WITH PAYMENT MADE TO LOCAL HOTEL BUT RESOLUTION WAS LENGTHY AND CAUSED SOME EMBARRASSMENT TO EMBASSY. WE HOPE THAT IN FUTURE ARRANGMENTS CAN BE DEvised WHICH WILL PREVENT THIS TYPE OF PROBLEM FROM RECURRING.

4. REPUBLIC VISIT PROGRAM - ONLY REPUBLIC VISITED DURING QUARTER WAS SLOVENIA WHICH WAS TRAVELED TO TWICE (APRIL 20-21/JUNE 22-24). VISITS PRODUCED A NUMBER OF SPECIFIC TRADE AND INVESTMENT OPPORTUNITIES WHICH WERE SUBMITTED IN SUMMARY TELEGRAM (BELGRADE 5148). WOULD APPRECIATE REPORT DETAILING WASHINGTON FOLLOW-UP TO TELEGRAM.

5. ANALYZING BUSINESS CONDITIONS - MAJOR DEVELOPMENT WAS LONG AWAITED NEW JOINT VENTURE LAW WHICH CAME INTO EFFECT IN MID-APRIL. BELGRADE'S 2751, 3561, 4476, AND A-47 PROVIDE DETAILS AND ANALYSIS OF THIS LAW WHICH OVERALL IS IMPROVEMENT OVER PREVIOUS LEGISLATION.

6. USYEC - MOST SUCCESSFUL JOINT MEETING TO DATE IN YUGOSLAVIA OCCURRED JUNE 4-7 IN DUBROVNIK. BLEGRADE 4551 PROVIDES DETAILS. THIS YEAR EMBASSY LEVEL OF SUPPORT TO FEDERAL ECONOMIC CHAMBER WAS DELIBERATELY REDUCED IN ORDER TO ENCOURAGE CHAMBER TO TAKE MORE ACTIVE ROLE IN PREPARATION. WHILE THERE WERE SOME ADMINISTRATIVE SNAFUS (E.G. NO CONFERENCE BROCHURE WAS PREPARED THIS YEAR) EVERYTHING STILL WORKED OUT UNCLASSIFIED

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QUITE WELL AND WE BELIEVE MORE REALISTIC PRECEDENT NOW ESTABLISHED RE PREPARATIONS FOR FUTURE ANNUAL MEETINGS. HIGHLY SUCCESSFUL MOORE VISIT COINCIDED WITH USYEC MEETING. CHAIRMAN MOORE'S PARTICIPATION IN USYEC MEETING AND SUBSEQUENT SUCCESSFUL RESOLUTION OF "SUPER GUARANTEE" ISSUE HAVE CREATED EXCELLENT BASIS FOR MORE ACTIVE EX/IM ROLE IN YUGOSLAVIA AND HOPEFULLY GREATER SHARE OF YUGOSLAV IMPORT MARKET.

7. POST INITIATED ACTIVITIES BELGRADE "BUSINESS INFORMATION CENTER" - A. EMBASSY PROCEEDED WITH PLANS TO OPEN THIS FACILITY ON ONE FLOOR OF THE ICA INFORMATION CENTER BUILDING IN DOWNTOWN BELGRADE. CENTER WILL HAVE COMBINED BUSINESS PUBLICATIONS OF ICA LIBRARY AND EMBASSY'S SPARSELY UTILIZED COMMERCIAL LIBRARY. WE ARE HOPEFUL THAT THIS LARGER, MORE ATTRACTIVE AND MORE ACCESSIBLE FACILITY WILL ENCOURAGE GRATER USE OF OUR COMMERCIAL PUBLICATIONS. MORE SIGNIFICANTLY WE PLAN ON USING IT FOR A HOST OF EMBASSY INITIATED E/C ACTIVITIES AND ARE HOPEFUL REPRESENTATIVES OF U.S. FIRMS WILL BEGIN TO USE THE CENTER, IN SPACE-SHORT BELGRADE, AS THE SITE FOR SMALL-SCALE PROMOTIONAL EVENTS (E.G. MINI-

SEMINARS) AND FOR BUSINESS MEETINGS. AS OF JUNE 30 SPACE RENTAL ARRANGMENTS HAD BEEN FINALIZED AND RENOVATION OF CENTER SPACE BEGUN. MILAN TRADE CENTER IS ASSISTING IN ACQUIRING ATTRACTIVE NEW FURNITURE FOR SITE. CENTER IS SCHEDULED TO OPEN SEPTEMBER 18 DURING COMMERCE ASSISTANT SECRETARY WEIL VISIT. EMBASSY WAS PLANNING TO PROCEED WITH CENTER DESPITE LIMITED EMBASSY FINANCIAL RESOURCES. NOW RECENTLY APPROVED STATE FUNDING FOR CENTER PERMITS US TO CREATE FIRST CLASS FACILITY.

B. CONGEN INITIATED STUDY ON MEDICAL INSTRUMENTS AND EQUIPMENT MARKET WAS SUBMITTED MARKET PROSPECTS FOR U.S. PRODUCTS LOOK GOOD. WOULD UNCLASSIFIED

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APPRECIATE COMMERCE COMMENTS ON STUDY, PARTICULARLY WHETHER THEY BELIEVE EMBASSY/CONGEN PROPOSED TSS ON MEDICAL EQUIPMENT IS FEASIBLE. IF THERE IS SUFFICIENT COMMERCE INTEREST EMBASSY WILL PERFORM SIMILAR STUDY FOR ITS DISTRICTS.

8. MISCELLANEOUS-EMBASSY PLAYED SUBSTANTIAL ROLE IN ORGANIZING VERY SUCCESSFUL DEPARTMENT OF LABOR/ YUGOSLAV ASSOCIATION OF FERROUS METALLURGY SEMINAR ON THE PRODUCTION AND PREPARATION OF IRON ORE, LABOR PRODUCTIVITY AND ENVIRONMENTAL PROTECTION SEMINAR WAS HELD IN ITRUGA, MACEDONIA MAY 15-17. INCLUDED AMONG SPEAKERS WERE REPRESENTATIVES OF THREE U.S. FIRMS. BECAUSE OF THEIR EXCELLENT PRESENTATIONS AND CONTACTS MADE WE ARE HOPEFUL THERE WILL BE SOME COMMERCIAL SPIN-OFF FROM THIS EVENT. BELGRADE A-56 (JUNE 16, 1978) PROVIDES DETAILS ON SEMINAR. EAGLEBURGER

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